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August 22, 2002

M. Fadok, Examiner

Commissioner for Patents

USPTO

Washington, DC 20231

<u>Transmittal of Formal Drawings</u>

Mary Lou Floyd

Customer no. 28227

Title of Application: ShopByBrands

App. No. 09681629

Date filed: 05/13/2001

Please add the enclosed Microsoft PowerPoint (6 full page slides and 13 pages of a presentation) pages to my application. These were recently prepared to help visualize my proposal for potential funders. They should also serve to assist with my patent application. Thank you.
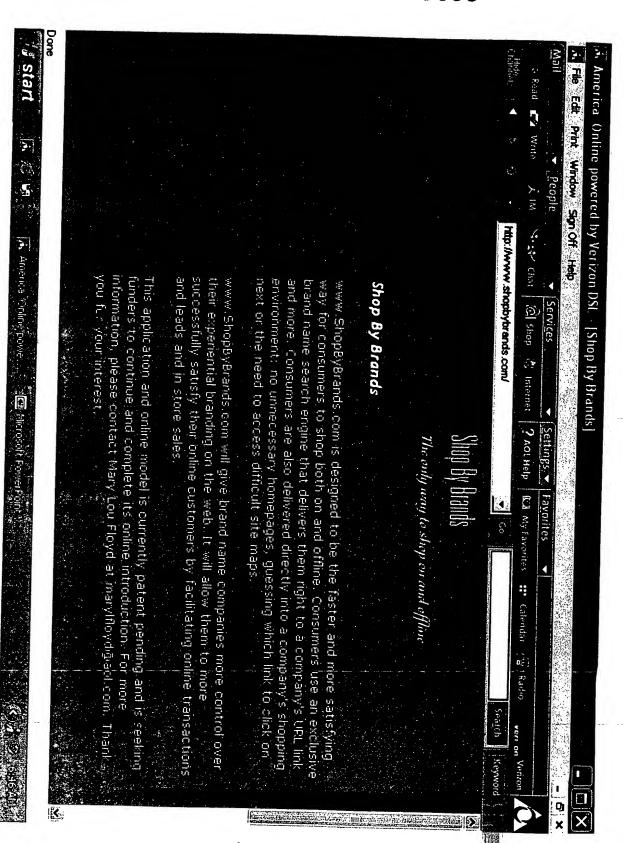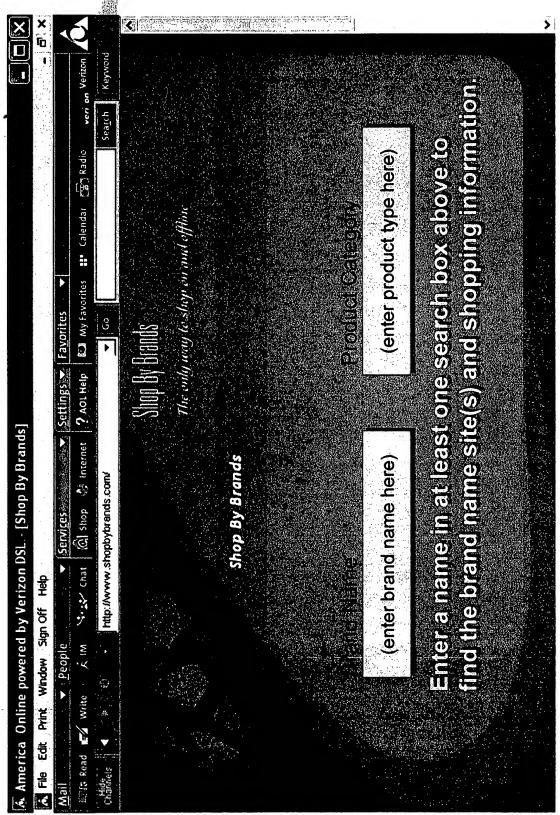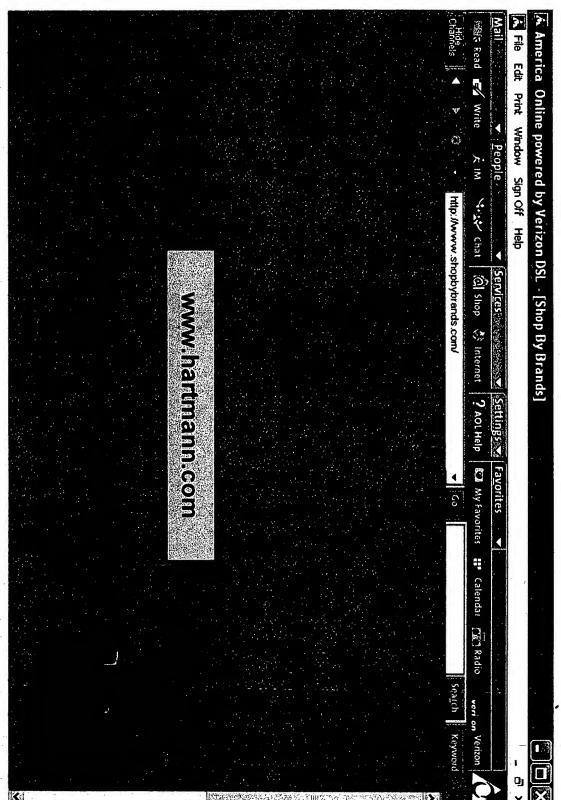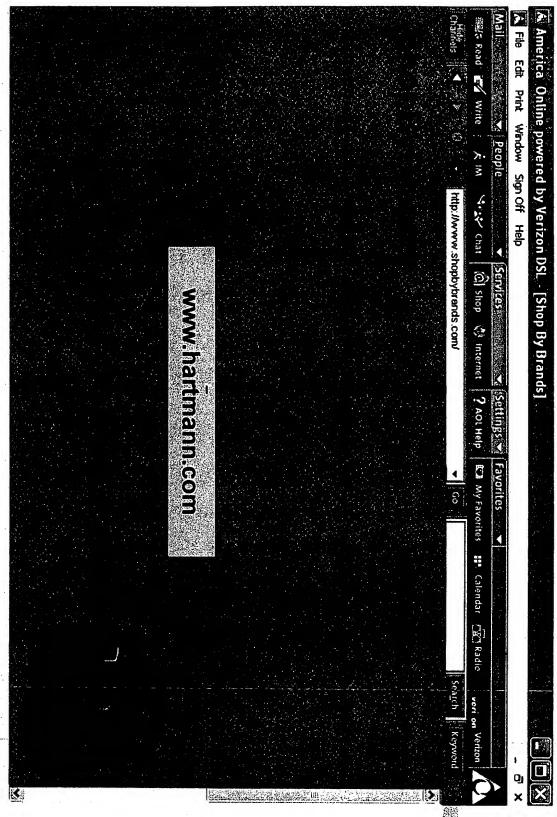
Mary Lou Floyd

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GROUP 3600

America Online powered by Verizon DSL - [Shop By Brands]

File Edit Print Window Sign Off Help

Mail Read Write People IM

http://www.shopbybrands.com/

Services Shop Internet Settings AOL Help Favorites My Favorites Calendar Radio verizon Verizon

Go Search Keyword

Shop By Brands

The only way to shop on and offline

www.ShopByBrands.com is designed to be the faster and more satisfying way for consumers to shop both on and offline. Consumers use an exclusive brand name search engine that delivers them right to a company's URL link and more. Consumers are also delivered directly into a company's shopping environment, no unnecessary homepages, guessing which link to click on next or the need to access difficult site maps.

www.ShopByBrands.com will give brand name companies more control over their experiential branding on the web. It will allow them to more successfully satisfy their online customers by facilitating online transactions and leads and in store sales.

This application and online model is currently patent pending and is seeking funders to continue and complete its online introduction. For more information, please contact Mary Lou Floyd at marylloydaya@aol.com. Thank you for your interest.

Done

start | America Online powe... | Microsoft PowerPoint... | 6:16 AM

File   Edit   Print   Window   Sign Off   Help

Mail

Read   Write   IM   Chat   Internet   Shop   AOL Help   My Favorites   Calendar   Radio   veri on Verizon

People   Services   Settings   Favorites

Hide
Channels

http://www.shopbybrands.com/   Go   Search   Keyword

Shop By Brands

The only way to shop on and offline

Shop By Brands

Product Category

(enter product type here)

Brand Name

(enter brand name here)

**Enter a name in at least one search box above to
find the brand name site(s) and shopping information.**

Done

File   Edit   Print   Window   Sign Off   Help

Read   Write   People   IM   Chat   ▽   Services   Shop   Internet   Settings   AOL Help   My Favorites   Calendar   Radio   Favorites   went on Verizon   Keyword

Mail

Hide
Controls

http://www.shopbybrands.com/   ▽ Go   Search

Shop By Brands

Shop By Brands

The only way to shop on and offline

hartman

luggage

Enter a name in at least one search box above to find the brand name site(s) and shopping information

Done

Done

America Online powered by Verizon DSL - [Shop By Brands]

File   Edit   Print   Window   Sign Off   Help

Mail
Hide Channels

Read   Write   People   IM   Chat   http://www.shopbybrands.com/

Services   Settings   Favorites

Shop   Internet   AOL Help   My Favorites   Calendar   Radio   veri on Verizon   Search   Keyword

Go

www.hartmann.com

America Online powered by Verizon DSL - [Shop By Brands]

File   Edit   Print   Window   Sign Off   Help

Mail   Read   Write   People   IM   Chat   Services   Shop   Internet   Settings   AOL Help   Favorites   My Favorites   Calendar   Radio   veri on Verizon

http://www.shopbybrands.com/

Go   Search   Keyword

15% off
Introductory Offer
The new lighter weight
"Lightspeed"
luggage collection

www.hartmann.com

Find where Hartmann
products are sold near
you!

Print
Coupon

www.ShopByBrands.com

Creative Development and Proposal
By
Mary Lou Floyd

ShopByBrands is...

...a new and faster way to initiate a more satisfying online shopping experience. www.ShopByBrands.com is an e-selling destination on the web that:

1) consolidates virtually all brand name companies onto one site, greatly simplifying the searching and locating of brand name web sites and

2) provides an enhanced marketing environment, allowing consumers to skip corporate homepages and site maps and get right to the shopping information they're looking for.

Why ShopByBrands?

BECAUSE...

- consumers have more impactful brand experiences on the web, they need to be provided a more efficient way to locate <u>brand web sites</u>

- consumers begin their online shopping by <u>searching for brands</u> on search engines, they need help in recalling brand names and then sorting through search results

- brand names are increasing their use of the web to develop and improve brand loyalty, they need to combine their <u>online and offline marketing</u> efforts

1. Brand Web Sites

- Consumers prefer to shop and buy direct from brand name companies
- Consumers feel brand web sites offer convenience, best price and most complete selection of merchandise
- As the dot.coms fade, brands are becoming the great differentiator on the web
- 81% of consumers rank trust in the brand name as the most influential factor in their online shopping experience
- Brand awareness is higher on the web than in a brick and mortar environment
- Major U.S. brand companies have an average of 6 web sites

2. Brand Names Search

- Search is offered more often on retail web sites than personalization, chat and comparison shopping
- Consumers search for trustworthy brands even if the prices are higher
- 93% of searches on B2B e-commerce sites failed
- 56% of searches on B2C catalogue sites failed
- Experiential branding on the rise, although not always under the brand's control on the web
- Impatient consumers don't want to search wide for new brands; evoke a set of recalled brands they are already aware of
- Consumers don't really want to search for brands and products; just want to go straight to the site
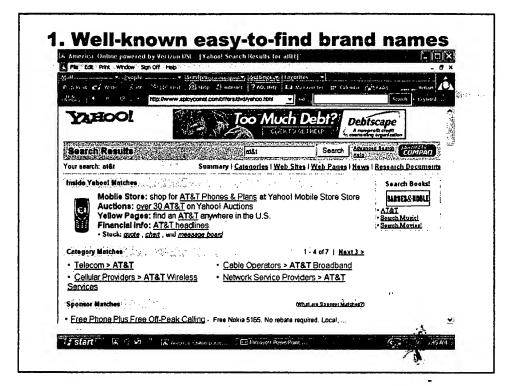
3

Search Scenarios

- Brands not easy to spell
  - Hartmann or Hartman ?
  - Weber or Webber ?
- Brand names not easy to remember
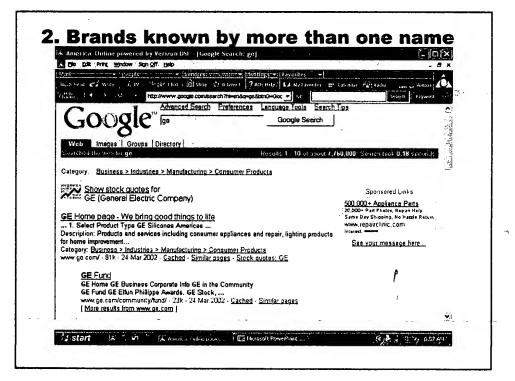 - Timberland or Timberline ?
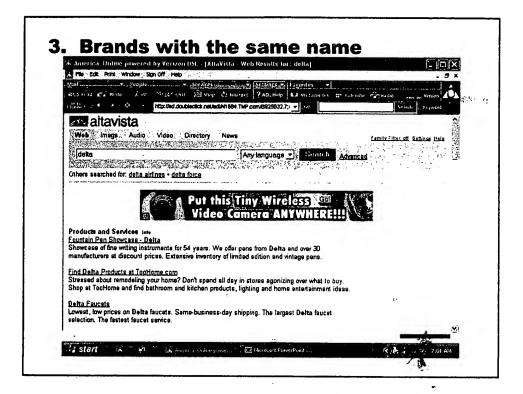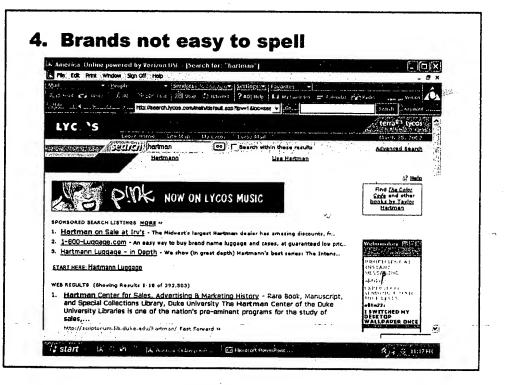- Can't remember all or any brand names

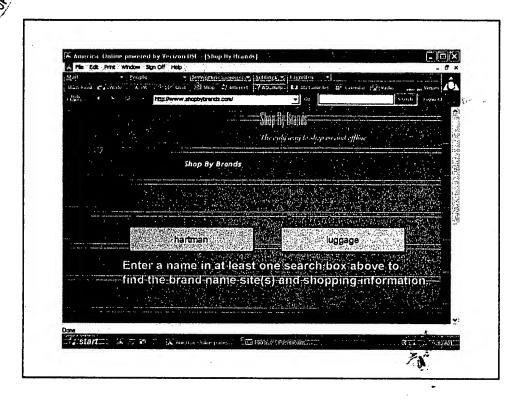# Search Scenarios

- Well known, easy-to-find Brand Name
  - www.att.com
  - www.macys.com
- Brands known by more than one name
  - GE or General Electric
  - A/X or Armani Exchange
- Brands with the same name
  - Delta (airline or faucet?)
  - Lowes/Loews (hardware or movie theaters?)

1. Well-known easy-to-find brand names

America Online powered by Verizon DSL - [Yahoo! Search Results for at&t]

File Edit Print Window Sign Off Help

http://www.aplxycomst.com/offers/dvd/yahoo.html

YAHOO!

Too Much Debt? CLICK TO GET HELP **Debtscape** A nonprofit credit counseling organization

Search Results | at&t | Search | Advanced Search Help | COMPAQ

Your search: at&t — Summary | Categories | Web Sites | Web Pages | News | Research Documents

Inside Yahoo! Matches

Search Books!
BARNES & NOBLE
• AT&T
• Search Music!
• Search Movies!

Mobile Store: shop for AT&T Phones & Plans at Yahoo! Mobile Store Store
Auctions: over 30 AT&T on Yahoo! Auctions
Yellow Pages: find an AT&T anywhere in the U.S.
Financial Info: AT&T headlines
• Stock: quote , chart , and message board

Category Matches — 1 - 4 of 7 | Next 3 >

• Telecom > AT&T
• Cellular Providers > AT&T Wireless Services
• Cable Operators > AT&T Broadband
• Network Service Providers > AT&T

Sponsor Matches (What are Sponsor Matches?)

• Free Phone Plus Free Off-Peak Calling - Free Nokia 5165. No rebate required. Local, ...

start | America Online p... | Microsoft PowerPoint ... | 9:45 AM

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2. Brands known by more than one name

America Online powered by Verizon DSL - [Google Search: ge]

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http://www.google.com/search?hl=en&q=ge&btnG=Goo

Advanced Search Preferences Language Tools Search Tips

Google™ | ge | Google Search

Web | Images | Groups | Directory

Searched the web for ge — Results 1 - 10 of about 7,760,000. Search took 0.18 seconds

Category. Business > Industries > Manufacturing > Consumer Products

Show stock quotes for
GE (General Electric Company)

GE Home page - We bring good things to life
... 1. Select Product Type GE Silicones Americas ...
Description: Products and services including consumer appliances and repair, lighting products
for home improvement...
Category: Business > Industries > Manufacturing > Consumer Products
www.ge.com/ · 81k · 24 Mar 2002 · Cached · Similar pages · Stock quotes: GE

Sponsored Links

500,000+ Appliance Parts
20,000+ Part Photos, Repair Help
Same Day Shipping, No Hassle Return
www.repairclinic.com
Interest.

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GE Home GE Business Corporate Info GE in the Community
GE Fund GE Elfun Phillips Awards. GE Stock, ...
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[More results from www.ge.com]

start | America Online p... | Microsoft PowerPoint ... | 9:57 AM

3. Brands with the same name
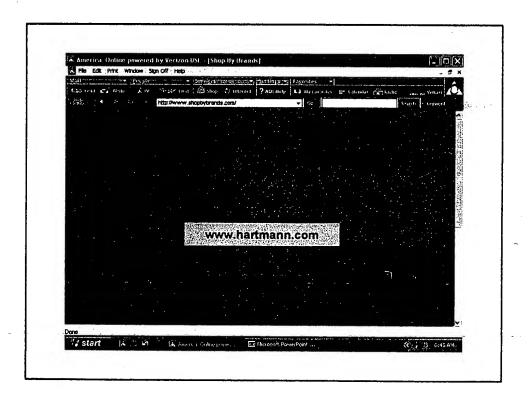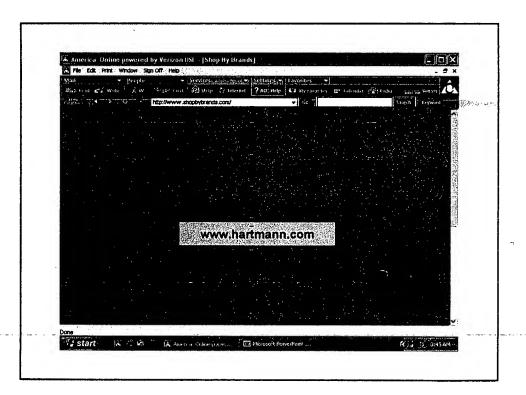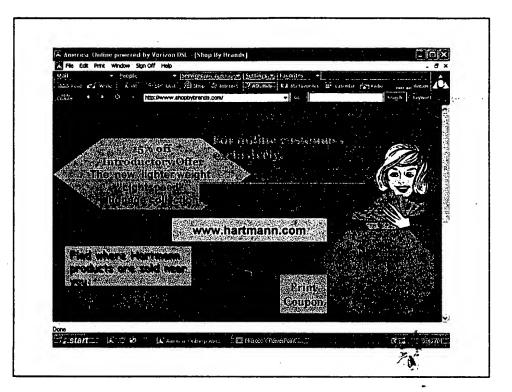

4. Brands not easy to spell

Best Available Copy

3. Online/Offline Web Marketing

- Customers prefer brands with both online and offline components reachable anytime and anywhere
- Brand web sites influence in-store purchases
  - 72% of consumers prefer to browse and comparison shop on web
  - 84% prefer to buy in the traditional manner
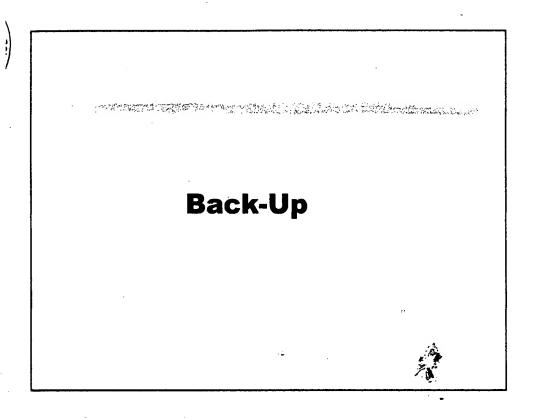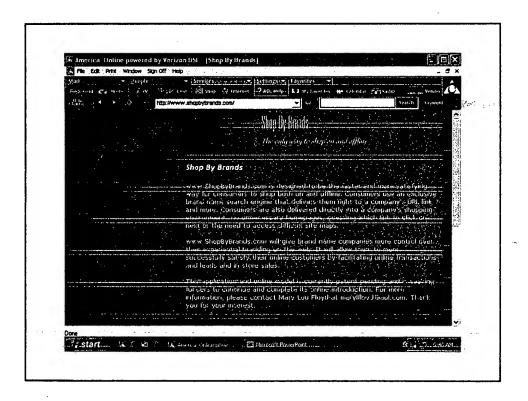- Flexibility of shopping online and purchasing and fulfillment at brick outlets
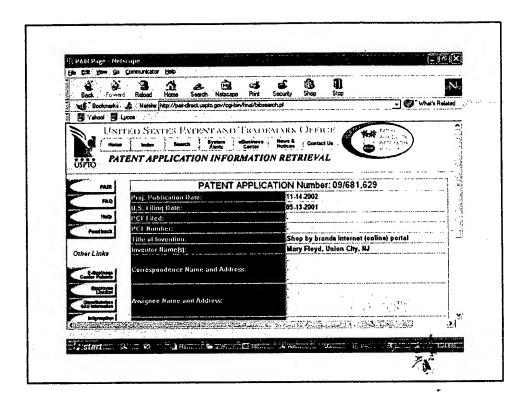
Next Steps...

1. With concept proposal, URL and patent, secure VC funding to research and complete business model, build search engine and launch as its own company and web site

2. With proposal, URL, patent, business model and search engine, sell to a community or media web site for its own launch

3. Execute the entire project on staff at a marketing, community or media internet company

4. Partner with friends and peers involved in the industry

Back-Up

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PATENT APPLICATION Number: 09/681,629	
Proj. Publication Date:	11-14-2002
U.S. Filing Date:	05-13-2001
PCT Filed:	
PCT Number:	
Title of Invention:	Shop by brands internet (online) portal
Inventor Name(s):	Mary Floyd, Union City, NJ
Correspondence Name and Address:	
Assignee Name and Address:	

PAIR Page - Netscape

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Bookmarks — Netsite: -bin/final/cusnum.pl?username=Mary-Lou-Floyd&USERCODE=123&ApplicationNumber=9681629 — What's Related

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Application Filing Date:	05-13-2001	Class / Sub Class:	705/026.000
Issue Date of Patent:		Location:	REPOSITORY CENTRAL FILES OVERFLOW FOR TC'S 1700, 2100, 2600 & 2800
Examiner Name:	FADOK, MARK A	Status:	Docketed New Case - Ready for Examination
Group Art Unit:	3625	Attorney Docket Number:	
Earliest Publication No:		Patent Number:	
Earliest Publication Date:		Customer Number:	28227
Confirmation Number:	5777		

Document: Done

start

Research sources:

- Forrester Research Inc. Technographics Study
- Creative Good Research
- American Express Survey
- Columbia Business School and Wharton School ongoing study
- University of Auckland Study
- ANA Website Benchmarking Survey
- Sears.com data

Forrester Research Inc. Technographics Study
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sears.com data
- Brand web site influences in-store purchases
- pick up and return purchases purchases on the web to brick outlets - sears.com data
- As the dot.com era fades to the background, Brands are becoming the great differentiator between web sites today
- Experiential branding is on the rise although it's not always under the brand's control on the web

ANA Website Benchmarking Survey
- Major U.S. brand companies. have an average of 6 web sites
- Major increase in use of web to develop and improve brand loyalty

University of Auckland Study
- Brand awareness is higher on the web than in a brick and mortar environment

Columbia Business School and Wharton School ongoing study
- Impatient consumers don't want to bother searching widely for new brands; searching for evoked set of recalled brands they already are aware of
- search for trustworthy brands even if the prices are higher
- don't really want to search for brands and products, just want to go straight to the site

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